

Amendments to the Specification:

Please replace the Summary of the Invention with the following amended paragraphs:

[0007] ~~The present invention is embodied in a golf club head having a forward striking face that incorporates an engineered texture configured to enhance its contact with a golf ball. The engineered texture includes a recessed surface and a prescribed pattern of discrete, geometric shapes projecting forward from the recessed surface, wherein the geometric shapes are spaced apart from each other by at least 0.1 mm and each geometric shape has a volume of less than 0.0007 mm³. The depth of each geometric shape, i.e., distance measured from recessed surface, is at least 0.012 mm. The engineered texture enhances the performance of the golf club head upon striking a golf ball, providing one or more of the following benefits: an increased backspin, a lower launch angle, and a higher ball speed, as compared to a golf club head having a forward striking face lacking such an engineered texture. The present invention is embodied in a golf club head having a forward striking face that comprises a substantially planar recessed surface and a plurality of discrete, solid geometric shapes projecting forward from the recessed surface. Each of the geometric shapes has a volume of less than 0.0007 mm³. The distance along the recessed surface between adjacent shapes is at least 0.1 mm. The total volume of the geometric shapes contained within a square reference region measuring 2.5 mm by 2.5 mm is less than 0.05 mm³.~~

[0008] Preferably, the geometric shapes are identical in size and shape across the forward striking face. The geometric shapes preferably are square or diamond, although other geometric shapes also can be created. ~~The total volume of the geometric shapes, measured over a reference region in the forward striking surface having a size of 2.5 mm by 2.5 mm, preferably is less than 0.05 mm³, more preferably is less than 0.03 mm³, and most preferably is less than 0.0002 mm³. In addition, this total volume preferably is less than 25%, and more preferably less than 15%, of a volume over an equivalent portion of a golf club striking face lacking such an engineered texture.~~